

## **Cosponsorship of Tokyo Rainbow Pride 2024, an event celebrating gender and lifestyle diversity, and participation in the parade**

EXEO Group, Inc. (head office: Shibuya-ku, Tokyo; Tetsuya Funabashi, President) announces that it participated in Tokyo Rainbow Pride 2024, as it did in the previous year. The event was organized by the non-profit organization Tokyo Rainbow Pride.

Since 2012, Tokyo Rainbow Pride has been organized in Yoyogi Park, with the goal of realizing a society in which LGBTQ+ individuals can live positively without being exposed to discrimination or prejudice.

The pride parade in Japan has reached a milestone year, celebrating the 30th anniversary of the first pride parade in the country. With a record-breaking 15,000 participants (60 organizations and 24 floats), this year's event was a grand celebration.

EXEO Group strives to help establish a society in which everyone can live their lives proudly and positively as the people that they are and enjoy themselves every day. By participating in and sharing information about this event, we aspire to engage with as many individuals as possible to increase their understanding of diversity and encourage their cooperation in the establishment of an inclusive and welcoming society.



## TOKYO RAINBOW PRIDE 2024

Theme: Don't give up. Change Japan.

Date: From Friday, April 19 to Sunday, April 21  
Note: Events scheduled for April 19 were canceled due to strong wind.

Location: Yoyogi Park

Participation: 270,000 people participated in the festival (a record high) and 15,000 people participated in the parade (a record high)

Number of cosponsors: 314

(Reference)

Tokyo Rainbow Pride 2024 press release:

<https://prtimes.jp/main/html/rd/p/000000020.000075635.html>

Contact for inquiries

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